



MOAC launches the web site “www.ช่วยเกษตรกร.com”, start by June 21, 2020



Dr. Chalermchai Srion, Minister of Agriculture and Cooperatives, to help farmers to increase their income during COVID-19 pandemic by initiating 3 projects which are 1) the launch of “www.ช่วยเกษตรกร.com” website, starting on June 21, 2020. 2) working with Thailand Post to reduce shipping cost for agricultural products. 3) joining by 14 gurus in E-commerce to promote “Agricultural – Commerce” model.

COVID-19 situation is starting to resolve, Ministry of Agriculture and Cooperatives (MOAC) is preparing the measures to move the agricultural sector forward. In accordance with Dr. Chalermchai’s policies, he launches 3 projects with the goal to increase farmers’ income through the Agritech and Innovation Center (AIC) throughout the country, creating marketing channels of both domestic and international and cooperating with Thailand Post to reduce shipping cost for agricultural products.

Mr. Alongkorn Ponlabut, Advisor to the Minister and Chairman of the Agricultural Technology Policy Movement Committee 4.0, revealed that the E-commerce Sub-Committee of MOAC, chaired by Dr. Satapol Channarong is driving the “Agricultural – Commerce” model using modern technology to integrate E-commerce for agricultural products among relevant government and private sectors to respond to New Normal behavior of the consumers. Hence, MOAC launches the web site “www.ช่วยเกษตรกร.com”, on June 21, 2020, at 6.00 am.

Dr. Satapol Channarong added that the first project that will be implemented is the project to help reduce the shipping costs which is a collaboration between MOAC and Thailand Post. The objective is to help to reduce the costs of Thai postal shipping and packaging. Farmers interested can register at “www.ช่วยเกษตรกร.com”, which will operate on June 21, 2020. Participating farmers will receive an online membership card upon presenting the card or using the box under the project, the shipping cost of 30 baht/5 kg or 8 baht/kg if exceed of 5 kg will be applied. Farmers

must pack agricultural products according to the standard and ship them at any Thailand Postal branches nationwide, starting from July 1, 2020 to December 31, 2020.

The E-commerce Sub-Committee prepares to move the project forward to increase knowledge for farmers through online learning via AIC with the purposes to enhance and educate agricultural entrepreneurs and farmers. Thus, they will have new knowledge in marketing through online channels by leading resource persons in all branches via E-Learning system. Session will be given through Zoom and Facebook Live, with repeat learning through E-Learning system, beginning at July 1, 2020 until December 31, 2020. Three interesting topics consist of 1) Preparation before entering into online markets. 2) Using different platforms. 3) Selling techniques and online marketing. MOAC has collaborated with 14 gurus in E-commerce from various expertise such as New Business Development, Speech speaker, Storytelling expert, Facebook & eBay specialist, Live and online business professional, Digital marketing expert, Online platform expert, owner of E-commerce training institute, Sales specialist - sales psychology and closing the sale, Data-driven Marketer & CEO, Platform Specialist on Facebook, Lazada, and Shopee, Product photography experts, Sales experts and sales team building, and Search Engine Optimization (SEO) - Search Engine Marketing (SEM) Expert & CEO.

In addition, there is a project that help selling agricultural products through online markets both domestic and foreign platforms by professionals. Interested farmers can register informing the amount of products and prices they want to sell. There will be a team of experts conducting all marketing activities. Farmers are responsible to prepare agricultural products that will be ready for deliver and distributed when ordered. This project is a project that will help and support new farmers to start selling agricultural products through online markets.

Register through the website www.ช่วยเหลือ.com and Line Official: ช่วยเหลือ

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